

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, NOVEMBER 15, 1889.

No. 9.

3,200 Mail Orders IN 5 WEEKS

FROM ONE ADVERTISEMENT

REPEATED FOUR TIMES DURING THE PAST MONTH

IN THE

NEW YORK Weekly World,

FAMOUS FOR RESULTS.

THIS FACT PROVEN BY THE ORIGINAL LETTERS IN ITS POSSESSION.

Another advertisement brought a Publisher 1240 Mail Cash Orders in four weeks from Farmers, Storekeepers, Teachers, Mechanics, Clerks and a host of Ladies and Professional People. A third brought 2310 Orders in six weeks.

Circulation is Much! Character is More!! Results are Everything!!!

JUDGE, NEW YORK CITY. Weekly. Illustrated. Everybody knows about it. All large advertisers use it. A trial will convince any one of its merits.

COLORING INKS for Type-writer Circulars.—We manufacture Inks for this special purpose—purple, blue, or any specified shade—in cans from one pound upwards. Price, \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.



Advertising Sketches

AND

Photo Engraving.

It is my business to prepare striking and original Advertisements, and in my monthly paper, ART IN ADVERTISING, will be found examples of my work and much other matter of general interest to the Advertiser. Sent post-paid, 25c. for 3 months; \$1.00 per year. Will exchange with newspapers.

SPECIAL Newspapers who use illustrations might do well to correspond, as I am glad to advertise in any medium using my work.

H. C. BROWN, 35 & 37 Frankfort St., N. Y. C.

References: Pearlline, Cashmere Bouquet Soap, Waterbury Watch Co., and many others.

The Argonaut.

Is the only High-Class Political and Literary Weekly on the Pacific Coast.

The Argonaut.

Has a Larger Circulation than any Paper on the Pacific Coast, except Three San Francisco Dailies.

The Argonaut.

Has a Larger Circulation than its Publishers claim, for every week there pass through the San Francisco P. O. thousands of single-stamped copies, forwarded by subscribers, to their friends.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, NOVEMBER 15, 1889.

No. 9.

EARLY AMERICAN NEWS-PAPERS.

To Benjamin Harris is due the credit of having published the first American newspaper. It was printed in Boston by Richard Pierce, the first number being issued on September 25th, 1690. It was the intention of the publisher to issue a monthly edition, but on account of some unfavorable criticisms, it was almost immediately suppressed by the authorities. But one copy is in existence, which is possessed in London. It bears the title *Publick Occurrences, both Foreign and Domestic*. The first newspaper that had any considerable existence was the *Boston News Letter*: This was published and printed by John Campbell and appeared on April 24th, 1704. It was issued weekly and continued to appear until 1776. Next in order was the *Boston Gazette*, first published on December 21st, 1719. On the 22d of December of the same year the *American Weekly Mercurie* appeared in Philadelphia, the famous William Bradford being the editor. The appearance of the *New England Courant*, a weekly newspaper published by James Franklin, elder brother of Benjamin Franklin, took place on August 17th, 1721. The new journal at once attracted attention by the slashing style of its editorials and criticisms, and the life of its editor was by no means an easy one. Franklin began by falling foul of the clergy and became involved in a fierce controversy with Increase Mather and other ministers, and was so liberal in his criticism of public affairs that in 1722 a resolution passed the Legislature forbidding James Franklin to print or publish the *New England Courant* or any other pamphlet or paper of like nature, except it be first supervised by the Secretary of the Province. For some time Franklin yielded obedience to this edict, but

within a few months after it was issued his paper again appeared, with the name of Benjamin Franklin, a boy of 16, and a compositor in the office, at the head of the columns as the proprietor. New York could not boast the possession of a newspaper until October 16th, 1725, when William Bradford, founder of the *Philadelphia Mercurie*, published the *New York Gazette*. In 1728 Benjamin Franklin established the *Pennsylvania Gazette*, which appeared in Philadelphia. This journal continued in existence until 1845, when it was merged in the *North American*. Under Franklin's able management it became the leading newspaper of the country, and during the controversies with England preceding the Revolution took a strong stand in favor of resistance and independence. The famous letters of John Adams over the pseudonym of Novanglus appeared in its columns. The first newspaper published in Virginia was issued at Williamsburg in 1736. It was entitled the *Virginia Gazette*, edited by William Parks, who, during the nine preceding years, had published the *Maryland Gazette* at Annapolis. In 1771, the first numbers of the *Massachusetts Spy*, edited by Isaiah Thomas, appeared in Boston. It was removed to Worcester in 1775, where it is still published under the title of the *Worcester Spy*. At the outbreak of the Revolutionary War there were in existence seven newspapers in Massachusetts, one in New Hampshire, two in Rhode Island, four in Connecticut, four in New York, nine in Pennsylvania, two each in Maryland, Virginia and North Carolina, three in South Carolina and one in Georgia, a total of thirty-seven. With the exception of the *Philadelphia Gazette*, which was published semi-weekly, all were weeklies. In 1800 the number had increased to 200, of which several were dailies.—*Current Literature*.

WRITING ADVERTISEMENTS.

Just what to put into and what to leave out of advertisements often puzzles those who have their composition in hand. A notice often errs on the side of saying too much. A person of average experience, on the other hand frequently manifests the tendency of being too brief. He assumes that the public will take for granted certain premises, or that it possesses a certain ground work of knowledge, that makes it unnecessary for him to be very specific. Whoever succeeds in avoiding both of these extremes, and combines with other necessary qualifications the ability to say just the right thing in the right quantity, becomes a successful advertisement writer. Sometimes advertisements are made effective, however, by their frankness and manifest sincerity, all other questions out of the count. Again, the very quaintness of expression, which crops out of the writing of a beginner at the business, gives a charm to the composition which alone causes it to be read.—*The Office.*

I AM not one of those who insist that the foreign advertiser should pay the same rate as local advertisers. In the first place, the local advertisers are receiving very great indirect benefits which the foreign advertisers do not get; secondly, the local advertisements are more generally read, receive more editorial notices, etc., and are consequently of greater value. And the local advertiser has no other way of reaching his customers, while the foreign advertiser is not compelled to sell his goods in your region, which makes a great difference from a business standpoint, no matter how it may strike you as a matter of equity.—*Chas. S. Hampton, Editor Petoskey (Mich.) Democrat.*

THE experience of men who have made advertising a study, and have profited by it because it has been done methodically and with distinct ends in view, is that the very best plan, and one that is productive of the best results, is to keep well worded, catchy advertisements running throughout the year, and, as often as a new line, a novelty or a new idea appears in stock change the "ad" and let the world know all about it.—*Geyer's Stationer.*

ADS. AND DODGERS.

The little special "notice,"
The little "business ad."
Make the mighty merchant
And his patron glad.
Then the double column
Of "extra big display"
Follows closely after
In a natural way;
And the eager public
Gathering in throngs
Leave their business orders
Where the trade belongs.
But the dodger nuisance
Keeps about his biz,
Wonders how it happens
Things are as they is;
Scattered on the sidewalk,
Blown about the street,
Crumbled into tatters,
Trampled under feet:
So the useless dodger
Quickly meets its doom,
While the advertiser
Greets a lively boom.
The little "special notice"
And "business ad." are game:
They are cheap and plain to look at
But get there just the same.
—*Springfield Union.*

THE COMMON FATE OF CIRCULARS.

—A recent consular report on trade, echoes a complaint which has been heard very frequently of late. Foreign traders, says the writer, are positively inundated with circulars and price lists while parcels of similar things are also loaded upon the consuls. Most of these, we are told, go straight into the waste-paper basket.—*Stoves and Hardware.*

THE advertising department of a first-class newspaper is not what it used to be, but is instead fast becoming an interesting feature of all enterprising journals. Formerly the prevailing idea among the uninitiated was that the talent, the best, most versatile and most ingenious writers and artists, were all employed in the news department. How nearly correct this idea may have been need not be stated, but that such is not the case now may be seen by a perusal of the "ads." of any flourishing paper. The competitions between the merchants and between the papers' agents have become so great that the great wholesale and retail houses of the large cities employ talented men at big salaries to attend to their advertising alone, and the men who want the best positions in the counting-rooms of newspapers must combine fine business qualifications with the talent that wins success in the editorial chair.—*Louisville (Ky.) Commercial.*

NEW STYLE AND OLD.

Note the difference in the illustrations used in these three advertisements:



The cape overcoat is a graceful garment, and comfortable withal; no wonder it's a growing favorite. Moreover, there's no need paying a high price for one when we sell them at \$25 to \$30 in a variety of fancy patterns, and in plain black. The latter seems the most "taking."

Rogers, Peet & Co.

The retail clothing dealers seem to have been leaders in the introduction of out-line advertising, which is so effective and does such good work in daily newspapers, printed with their low priced ink on cheap paper.

The next advertisement combines in its illustration the out-line idea, with some shadowy reference to the old plan:

KASKINE

THE NEW QUININE



Stimulates
the Digestion,
Calms the Nerves,
Clears the Mind,
No Narcotic.

A SPECIFIC FOR MALARIA, RHEUMATISM, NERVOUS PROSTRATION.

The illustration in the next advertisement is of the old fashioned sort:



C. C. SHAYNE,

Manufacturing Furrier, offers at retail the latest style in Alaska Sealskin Newmarket, from 33 to 39 inches long, from \$285 to \$400. All sizes in stock, or, if ladies prefer, to order without extra charge. 124 West 43d st. or 109 Prince st. Illustrated Fashion Book mailed free to out-of-town buyers.

N. B.—I wish to notify the ladies of New York that I have just received from Europe a very elegant assortment of Russian Rabies, extra quality Alaska Sealskin, Persian Lamb and Ostrich especially for garments to order. Ladies will please call as early as possible so that garments can be manufactured and ready for the extreme cold weather that is approaching.

It was engraved with care, and although it would doubtless print beautifully in a magazine it is not a conspicuous success in a daily paper.

EVERY publisher can appreciate the amount of labor required in placing an advertisement with 5,000 newspapers and the classification and checking up of each and every issue of the same. It stands to reason that a firm or company who make such business a specialty for a large number can do it more economically than a single advertiser.—*Newspaper Union*.

THE writer was travelling in South Florida some ten years ago and had occasion to stop over in a small hamlet for the night, which we did. Next morning we called on the village newspaper and found the old man hard at work, when we said: "Newspaper circulations are not very large in this part of the State are they?" "No," was the reply that meant something more. "Don't you think that if you tried you could extend your circulation?" "Yes," said the editor, "but to do that I would have to buy more paper, and business will not justify it."—*Palatka (Fla.) Herald*.

THE cost of advertising is based on the space to be occupied, and is fixed wholly by publishers. It follows that the advertiser who uses skill, care and intelligent attention to all the details, will secure many advantages over one that is inexperienced; skilled work costing the same as work without skill; so that the best work is not only the cheapest, but there is no other occupation that so forcibly illustrates its many advantages.—*J. W. Thompson*.

MAKE THE DISCUSSIONS PRACTICAL.

The growing tendency of editorial and publishers' conventions, to give a prominent place in their programmes to the discussion of the relations between publishers and advertising agents, is, on the whole, a favorable omen. The habit of free public discussion of all matters of interest in this country, makes it possible for such questions to receive treatment, even in gatherings representing but one party in interest, which shall be alike fair and profitable; which shall be educational, at least, in their tendency, in regard to the subject matter of debate. A correct understanding of the relations which do exist and those which should obtain between publishers and advertising agents, will go far toward bringing about a mutual good understanding and good will between the parties. If publishers could secure continuous united action among themselves, they could, of course, "regulate" this whole matter. They could control much of the action of the general agencies, and effectually settle whatever of vexation exists in regard to special agents as well. But such action means so much in the way of thorough and strong organization, covering vast areas and many interests, that practically the questions arising in this connection must be considered without considering the ultimatum of absolute present "control."

Starting with the well-known facts that publishers allow to agents liberal commissions, and that the agents frequently give to the advertiser a part of such commissions, we have the anomalous condition of the workman being able to pay his employer for the favor of serving him. That is, the advertising agent is able to go to the advertiser and offer to do for him a work involving a large amount of detail and of clerical labor, as well as no inconsiderable portion of technical knowledge and skill—a work in which it is evident that experience must have a considerable money value, and, not only not make a direct charge for such work, but to actually offer to pay for the privilege of doing it. He proposes to pay over a part of the concessions he receives, and to make his all-sufficient profit from what remains. Has this condition a parallel in any other business?

It is well to consider, also, that the skillful general agent is often a creator of advertising through his demonstration of the profits of advertising to the producer or merchant; and, further, that he makes other extensive advertising possible by reason of the facilities which he has at hand, ready made, as it were, just when they are wanted, when it would be impracticable, if not impossible, for the advertiser to create them promptly for himself. Indeed it might be said that, but for the lists of papers and estimates of circulation furnished by the agents' books, it would be much more difficult for advertisers to do business with papers direct than it is now.

These points might be amplified almost indefinitely, and many others suggested, but enough is said here perhaps to indicate that the question in issue can not and should not be settled by declarations or resolutions that "the advertising agent must go," or by denouncing him as an unmixed evil, to be abolished. There are many serious evils in the relations named which merit discussion, and which can be and will be sometime reformed—when conditions are understood and given cool consideration, and the power of a fairly united business management of the papers is brought to bear upon them, for which "consummation devoutly to be wished" we will all strive.—*American Advertiser Reporter*.

IN a recent issue of the *Japan Mail* appears the following:

The "English as she is wrote" man, says the *Hippo News*, has indulged in another effort, the following being his latest stroke of genius:

NANIWBKUSURIHAMIGAKI
PRICE.

Bag, s. 2sen. Box, 3sen.

NOTICE.

This Teeth' Powder is not common thing, as be sold in the world, it is powerful to hold the health of teeth, and recover the teeth from its sick. If you only xamine you should find that it never tell a lie.

MANUFACTURED
BY
etc., etc.

To quietly assume the merit of an article is far more convincing than to noisily claim it. Superlatives and generalities are cheap, common and weak, even with the aid of large type and repetition. The bold claim that an article is better than all its competitors has a tendency to arouse a spirit of denial.—*The Office*.

HAYSEED!

CLAIRVOYANCE IN BOSTON.

CHICAGO, November 5, 1889.

To the Editor of PRINTERS' INK:

DEAR SIR: The proposition we inclose will be something new to you, and worthy of some little note in the columns of your paper. It certainly contains a different idea from what is generally supposed to exist between publishers of good papers and the advertising agent.

Yours truly,

LORD & THOMAS.

OFFICE OF WESTERN RURAL,

Chicago, Sept. 27, 1889.

DEAR SIR: It is not only desirable but profitable to both publisher and advertising patron to encourage close relationship by having business come direct to the paper rather than through any agency. It is not only economy, but the results are better in view of the fact that the wants of the advertiser are more easily communicated to the publisher, and the publisher is in position to grant more liberal favors in the way of notices, etc., than he would dare to grant through an agency. Did the publisher open up his columns to an agent in like manner as can be done direct, his space would soon be sacrificed. * * * The Western Rural is the largest journal of its class with a subscription price proportionately high. Nevertheless its prepaid subscription list stands among the highest in circulation, and reaches a class which can afford to buy the best implements, live stock, etc.

* * * THIS IS OUR DRUMMER. If you have not already sent us your order, when placing your business give the Rural a trial, and save commissions and other benefits by sending your contracts direct when convenient, or if you so desire it, we will send our representative to see you. * * *

MILTON GEORGE, Publisher.

The leading advertising agencies are compelled to direct the patronage they influence and control into the columns of leading papers; those that give best service for the money.

That being the case, the publishers of papers which cannot be specially recommended are compelled to appeal direct to the advertiser, and this circular is a case in point. The writer of it quite well understands the vulnerable point in most experimentors in advertising, and his offer to give the agent's commission to the advertiser who deals with him by direct contract, and to throw in a column or so of editorial commendation free, is one which will attract a good deal of attention.

"What the inexperienced advertiser generally wants is an editorial notice and a discount! he will pay a bill of \$200 with a discount of 40 percent, with much cheerfulness; while one for the same service at \$90 net would not be so satisfactory!"—Extract from Mr. Russell's address to the American Newspaper Publishers' Association.

ADVERTISEMENTS are sometimes studied, but the majority of them are glanced at, and the glance is what the business man is after.—N. C. Fowler, Jr.

There is a supposed connection between soap and religion—for cleanliness is said to be next to Godliness. From this column of sample advertisements taken from the Boston Globe, it would appear that clearness of vision or second sight is in that city becoming a good deal mixed up with washing and kindred interests.

CLAIRVOYANTS.

ACKNOWLEDGED A WOMAN.—An are attended who vast RADIE JOHNSON that she is the most truthful medium; tells your life from the cradle to the grave; tell baths, springs; also the Coman's vapor issues. 14 Hancock street.

MYSTERY.—J. F. JOHNSON, the great one and the only true card reader of the past, present and future; ladies, 25c.; francs, 50 c. Tremont row.

LICE FLORENCE.—A Winter st. her magnetic baths, massage; her magnetic power for rheumatism is unequalled; ladies and gentlemen.

BESSIE GILMORE and ANNIE HARDING.

Massage. 387 Washington st., rooms 2 and 3.

ADA DARLING. massage treatments and baths. 73 Cornhill, room 3; 9 a. m. to 6 p. m.

ADDIE BROOKS. magnetic treatment. 37 Carver st., 1st floor, lower bell, near F. depot.

ADDIE LA PIERRE. plate and alcohol baths. 63 Indiana pl.

AGNES BELMONT. baths and massage. 107 Court st., room 3; 9 a. m. to 10 p. m.

ALICE WATSON. sponge baths and treatments. 116 Court st., suite 9; assistant wanted.

ALICE WARREN and ALICE MAY. 161 Court st., rooms 1 and 2; massage treatments.

ALICE WINTERS. massage. 73 Cornhill, room 3; 9 a. m. to 7 p. m.

ALTA LAMONT. 224½ Kneeland st., card reader and clairvoyant; assisted by GEMIE.

ALFRED MATHES and Mamie Cushman. Mme. Starr, massage, cards 25c. Near 18 Leverett st.

AMY SUTHERLAND and Miss CLAIK. Massage treatments. 13 Temple pl., room 11113.

ANGELINA. magnetic, vapor and tub baths, with assistant. 14 Hanover street, room 6.

ANNIE MAY. magnetic treatment and massage. 26 Hanover st., room 6; 10 to 10.

ANNIE PEMBROKE. baths, massage treatments. 15 Lyman st.; assistant wanted.

ANNIE ROYAL and Miss WILSON. magnetic physicians. 183 Harrison av., row.

ARLINE and BLANCHETTE. clairvoyance. 121 Tremont st., room 5, 2 flights.

BELLE COLLINS. EDITH RUSSELL, magnetic treatments, cards. 123 Eliot st., 1 flight front.

BESSIE and ADA HOWARD. sponge baths, 9 treatments. 116 Court st., suite 6; 9 flights.

BESSIE ALDEN. baths and treatments. 387 Tremont st.

CORA WATSON. magnetic treatment and baths. 20 Kneeland st., 1 flight.

DAISY SCOTT. baths and treatments. 15 Dover st., 1 flight, front, 9 to 9.

ETTA PALMER and assistant. magnetic physicians. 56 Kneeland st.

FLOBBIE DUPONT. assisted by Little Watson and Louise French; massage. 37 Tremont st., suite 1.

FANNY PEMBROKE.—Baths and treatments. 23 Caseway st., 2nd, bell, 3 flights front.

IDA PHILLIPS and KITTIE. clairvoyance. 15 Dor. pl.; assistant wanted.

JESSIE HOWARD. magnetic physician. 62 Indiana pl.

LOLA ALVARDI. returned; massage, treatment and baths. 415 Tremont st., 2 flights.

LOUISA LOUISE. tub and sponge baths and treatments. 9 Cotton st.

MABEL STANTON. magnetic physician. 30 Pleasant st., near Riverway st., 1 flight.

MISS DEWEY. rheumatic treatment, card reader. 17 Waldman st.

MISS NELLIE WOODS. baths and treatments. 109 Court st., up 2 flights.

MISS JESSIE GRAVES. magnetic physician, treatment and baths. 23 Dover st.

MRS EDWARDS. 161 Court st., room 8, physician, baths. 9 a. m. to 10 p. m.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEORGE P. ROWELL & CO., PUBLISHERS.

Office: No. 20 Spruce St., New York.

PRINTERS' INK is issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS inserted at Twenty-five Cents a nonpareil line, Twenty-five Dollars a page. First or Last Page One Hundred Dollars, each issue. Second page, next to the Last Page, or page first following reading matter, Fifty Dollars, each issue.

NEW YORK, NOVEMBER 15, 1889.

THE man who does not believe in the value of his goods is in a bad position when he tries to convince others of their desirability by means of an advertisement.

THE experienced advertising agent possesses a ripened judgment and skill that can only be acquired by careful study and comparison of mediums, methods, rates and results.

LYING advertisements are, and always will be, failures in the long run.

It is a fact, unfortunately, but still a fact, that some advertisers do not always consider it necessary to be truthful in their announcements: the natural outgrowth of this has been that the reading public does not always take their statements seriously nor expect them to be anything more than partially true.

NATURAL, simple, sensible, truthful advertisements are the best.

THE publisher who strives unsuccessfully to give every advertiser the position which he wants, will do well to make a study of the advertising pages of the *New York Independent*. Few papers receive a larger patronage, or hold it better, and none have exhibited greater skill in carrying out the universal endeavor of giving every man a place at top of column and next to reading matter.

DISCERNING and successful merchants realize the advantage of truthfulness and absolute reliability in their advertisements.

THE October 15th issue of PRINTERS' INK contained a communication from Mr. A. W. Laughlin, manager of the Portland (Me.) *Evening Express*, giving an illustration of his experience in an effort to protect advertising agents by refusing to make any discounts to advertisers desiring to place their business direct with the newspapers. He also announced that for his own protection he might be obliged to allow the commission to the advertiser who asked for it. In response to this, PRINTERS' INK said:

The true policy is either to allow no commission at all to agents or to let the agent do what he chooses with his commission. Tell the advertiser who asserts that the agent will divide it with him: "Well, if he will I shall bye-and-bye have to reduce his commission or cut it off altogether, but in the meantime, if your order comes through him, I shall accept it and allow him the commission. If you give it direct I must receive the schedule rate."

The *American Advertiser Reporter* reprints Mr. Laughlin's letter, with the comments of PRINTERS' INK, and says:

That agents do divide their commissions is well known, and that it is one of the great evils in the business is another fact equally patent. It is brought about by the keen competition between agents, and is made possible by the generous commission allowed to agents by many publishers. The worst offenders are those agents (sometimes actually "agents," but most generally only nominally so) whose standing as to capital and credit is such that they must content themselves with a hand-to-mouth existence, and who in order to get business, are willing to give the advertiser all but a very small portion of the commission. To meet this competition the larger and responsible agencies are compelled also to cut the commissions. They are able to do this, sometimes at a loss, because their business is so much more extensive that they are able to reconvert themselves in other directions. "They all do it." It is the opinion of the *Reporter* that "the true policy" is to first eliminate the irresponsibles from the category of advertising agents, by recognizing only those of known responsibility, and then fix a rate of commission that, while reasonable, shall be so low that the agent cannot afford to divide it.

The most effective remedy for the evil is for the publisher to recognize but one agent in a city, and then to insist that he shall be guided by instructions: failing which he is discharged and another appointed in his place.

THE SECRET OF SUCCESSFUL
ADVERTISING.

Have faith in the value of the article which you have to sell, and endeavor so to describe it that the reader of your advertisement will be assured also.

Clothe the description in words sufficiently forcible for conviction, and in a form attractive by its arrangement and styles of type.

The subject and form being as desired, it is necessary that the advertisement be brought to the attention of the probable consumer by a suitable medium.

The chances of an advertisement being read and preserved, are just in proportion to the attention with which it is received.

Economize in the expense, by being sure that the largest possible number of your announcements reach the largest possible number of probable consumers, for every dollar invested.

Determine upon a systematic plan of advertising. Be careful to sustain the dignity of which your goods are worthy. Bear in mind the difference between celebrity and notoriety, and be sure that your announcement shall only be found associated with those of other first-class and reliable houses. Do not anticipate much from timid and infrequent advertising, even in the best medium. The instances of greatest success have been characterized by boldness and persistence.—*Medical Record*.

THE advertisement has an attractive literature of its own, dictated by self-interest, and should be addressed to the eye. Its purpose is to kindle a friendly interest in the mind of the reader. It should be always fresh, clear and direct. Fresh, so as not to incur the weariness of telling the same story to the same audience twice; clear and direct so as to be easily remembered. Profit to the advertiser is the work it sets out to accomplish.—*The Modern Advertiser*.

SOME advertisers seem to think that it is only necessary to get up a black, ugly, striking cut, ignorant of the fact that the desired end is gained, not simply by attracting attention but, by attracting favorable attention and by making an impression that will be lasting and pleasant.—*Home Journal*.

A HARD HIT.

WAVERLY MAGAZINE,
Boston, Nov. 9th, 1889. }

GEO. P. ROWELL & Co.

Dear Sirs—Please inform us what show there is for a claim against John F. Phillips & Co., Times Building? They owe us an unsettled account. Your advice will much oblige.

Yours,

R. STUART CHASE.

Mr. Phillips, when called upon, requested the representative of PRINTERS' INK to

"Say that J. F. P. was hit very hard and had to defer many payments. He is working very hard and hopes to be able to pay in full all old claims within one year from this time. At present time nothing can be obtained. When time comes all parties will be treated alike."

WHERE is the advantage of selecting particularly cheap, of offering especially great bargains, if the people are not made aware of them? It is folly to argue, as some merchants do, that the cheapness of their wares is their best advertisement—that the people will discover the bargains through a display of the goods. It is true that the regular weekly or monthly customers may observe these goods, but does any business man want to confine his sales to his present regular patrons?—*Reading (Pa.) Eagle*.

In order to make an effective advertisement the advertiser must, at the outset, determine what he wishes to say. He should say it tersely, and yet omit no word that is required to make it complete. If a glance conveys the main idea, the mind of the reader, if interested, is compelled to more critically examine the advertisement which has caught his eye, and make himself familiar with the story which it tells.—*Inland Printer*.



JERSEY CITY, N. J.,
Nov. 3, 1889. }

To the Editor of PRINTERS' INK:

I write all my ads. and devise all my schemes for better or worse.

E. S. WELLS.

HOW PAPERS ARE READ.

"It is peculiar how personal characteristics manifest themselves," said an elderly gentleman in the elevated cars to his equally elderly companion, "and perhaps not the least noticable is the way different people read newspapers, especially in public conveyances. Everybody has his own pet way. Take the way they hold them. Did it ever strike you in how many different ways this can be and is done?"

This peculiarity had never struck his companion, so the elderly gentleman, who wore a shining silk hat, a pair of gold spectacles, and a white lawn tie, continued his aphorisms. "Just look across at those men on the other side. No two are reading their papers in the same way." The eavesdropper at his side also looked across, and the observation was true. One man had doubled the sheet, another had made it into a quarto, still another had folded it in three straight sections the full length of the column.

"I have found," continued the oracle, "that a large proportion of the men read the papers folded in half, the quarter section men come next, and the full length sectionists next. It is rarely you find two men sitting side by side reading a paper the same way." There was a momentary pause, filled by the rustle of assenting newspaper, and the oracle again remarked: "The way of holding a paper shows the man as surely as the way he walks. The refined, educated man, carefully creases his paper, sees that it is in compact shape, and then goes systematically through it, passing from column to column and page to page with ease and facility, whereas the shiftless, uncouth man bunches it into wads and goes through it as if hunting for something in a rag-bag,"—*N. Y. Times*.

MANY business firms indulge in what may be called "spasmodic advertising," apparently thinking that in the rush and clamor of business dealers are going to call a halt and invoke memory to resurrect them from the jaws of oblivion. People in want of lines or classes of goods scan the columns of a journal for dealers in or manufacturers of those lines, because it is the speediest and surest way of reaching them. If your name is there, all right; if it is not you will get left.—*Geyer's Stationer*.

A MAN's sign offers a mute invitation to those who pass his place of business; his circular can only reach those to whom personal attention is given; but his announcement in a newspaper goes into the highways and byways, finding customers and compelling them to read his advertisement.—*American Stationer*.

THE *English Chemist and Druggist* states that the Pears' Soap manufacturers paid more than \$500,000 in advertising in 1888. Of this amount, \$335,000 was expended in the United Kingdom, \$125,000 in America, and the remainder in India and certain colonies.

AMONG the best advertisers the use of superlatives is very limited, as it is with the most successful salesman. To assume that an article has superior merit and calmly set forth in clear and explicit language why, or to call attention to its characteristics in such a way that the prospective buyer sees its advantages, is to save arousing opposition or denial and frequently to secure the co-operation of the customer.—*The Office*.

A GREAT deal of discussion has taken place at editorial conventions of late upon the subject of "The Advertising Agent." Is not the advertising agent really a necessity to the advertiser and the average newspaper publisher? Is it not a fact that there are few large advertisers who can afford the time and expense of placing their advertisements directly with the newspapers?—*Newspaper Union*.

PEOPLE seem to imagine that an article which is largely advertised must be dearer to the consumer than one which is not advertised. But that is not sound reasoning. If a man forces a large trade by extensive advertising the percentage of his manufacturing expenses becomes much smaller than it is in the case of a small maker.—*English Newspaper*.

APPEAL OF A MODEST MAN.—This week's *Rulo Times* is edited by one Morton Potter, who has as yet had no experience in the business, and who would be pleased if ye editors of other papers would cast no reflections on our inability to cope with youn's, as life is short at best.—*Rulo (Tex.) Times*.

THE ADVERTISING BUREAU.

An important agency intervenes 'twixt producer and consumer of advertising space, viz.: the advertising agency. No other personality is able to extract from the average publisher an equal amount of wormwood. No class outside the criminal calendar has received so steady and so scathing a volume of denunciation, yet he is no better or worse than other men. He must be brighter, as a rule, to so effectually "do us up," as slang phrase would express it. Nothing exists except upon due cause, and he has come among us by demand, which we have largely created by our own slipshod methods. We should be less out of joint with the general advertising agent, but for the ludicrous misconception of his relation as our agent, instead of that of the advertiser, who is his client, for whom he is bound to do his best in order to first secure his customer and afterwards hold him for other deals. This same much-abused advertising agent is the most effective producer in the advertising field. His scent is ever keen upon the track of a possible new customer—usually finds him before he is decided upon a channel for reaching the public—shows up the trashy and evanescent character of all other schemes, dwelling with eloquent tongue upon the superior value of newspaper columns. How would the timid capitalist ever find his way over the shifting quicksands of uncertain prices, or through the conflicting estimates of circulation values, but for the expert skill of the adroit advertising agent. He would be a reckless publisher indeed who would blot out all the advertising from newspapers which has been instigated by advertising agencies. It is a popular falacy, but still a falacy, that the newspapers pay the advertising agent. True, his compensation is a commission or discount from the publisher's price, but it is that part of what the advertiser pays which drops into the hands of the agent as his portion of the deal. His money must come from the advertiser if at all. He must make it materialize at the hands of the advertiser, or failing to collect, not only lose his own plum but must make good also the publisher's share out of his own pocket. Of course there are tricky and dishonest agents in ours as in all other trades, but it is the publisher's fault if he deals with such, or inserts an order before its

doubtful wording is fully construed. The allowance of a commission, which is calculated in the make-up of a schedule, does not constitute the employment of the agent, or obligate him to pay the publisher a farthing more than is necessary to move the goods. In fact, as a vast majority of the transactions run, the agent becomes the sole debtor to publisher, and is thereby constituted simply a merchant of advertising space. The granting of a larger commission than is allowed in other brokerage rests upon the guarantee consideration. Contemplate, then, the sublime stupidity often witnessed of publishers being content to deal on the same terms with an irresponsible as with the most responsible agents. This is in effect to pay an extra price for increased security and get instead an increase of risk. —*W. J. Richards.*

THE ADVERTISING AGENT.—The merit of the man who causes two blades of grass to grow where only one grew before, has been extolled by poets and his modest virtue has passed into a proverb, but the work of the man who has forced a dozen advertisements to flourish where almost none existed has received but scant attention, in proportion to his deserts, at the hands of the writers.—*The Journalist.*

To formulate and conduct a scheme of advertising requires brains and money, and to a certain extent the more of the former that is employed the less of the latter will be required.—*Inland Printer.*

ABILITY—to produce Best Effect in Least Space—KNOWLEDGE—to wisely select papers—SKILL—to prepare an advertisement. These are required in Successful Newspaper Advertising.—*Ayer's Newspaper Annual.*

As it is known that the most successful business men are the greatest advertisers, so is it a fact that all successful advertisers are firm believers in the newspaper—believers not only in its effectiveness but its cheapness.—*Reading (Pa.) Eagle.*

A NEWSPAPER advertisement, judiciously drawn up, and, if necessary, neatly illustrated, and given to a proper medium, will often suffice to make success.—*Price Current.*

BROOKLYN HAS OVER 800,000 PEOPLE!

And a Great Many of Them

READ THE

Standard-Union

EVERY EVENING.

Brooklyn is to an unusual degree a city of prosperous homes, and contains a smaller proportion of undesirable elements in its population than any other large city in the world. You can reach more possible buyers out of its 800,000 people than among 1,000,000 or 1,200,000 in cities which differ from Brooklyn in social or other conditions.

You Cannot Reach These Buyers

Unless You

ADVERTISE IN THE STANDARD-UNION

The STANDARD-UNION contains all the features of a Complete Newspaper. Under its new management its growth has been unprecedented, and its circulation is increasing faster than that of any other paper in Brooklyn.

Rates are Based Upon Actual Value,

And Results Satisfy Advertisers.

SAN FRANCISCO Morning Call,

(ESTABLISHED 1856).

SWORN CIRCULATION:

Daily 45,360. Sunday 48,680. Weekly 21,500**FACTS.**

That the San Francisco CALL is the leading morning newspaper of California.
That its real bona fide paid-for circulation is larger than that of any other newspaper on the Pacific Coast.

That it is unquestionably *the family newspaper*.

That it leads all others in news matters.

That its reliability in all things during the *thirty-three years* of its existence has gained for it the confidence of the public.

That it is not a sensational paper.

That its typographical appearance is equalled by few and excelled by no newspaper in the U. S.

That its clean and pure reading matter makes it welcome in the home circle.

That having the confidence of its readers, *advertisements* in its columns are favorably regarded.

That the leading Eastern advertisers have steadily used it for many years and are still among its patrons.

That the San Francisco merchants who want to reach the purchasing class use THE CALL to a greater extent than any other paper.

That the best and most positive proof of these assertions are the testimonials of the leading San Francisco merchants herewith presented.

J. J. O'BRIEN & CO.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having been a continuous advertiser in the MORNING CALL for the past twenty odd years, we beg to state that we have at all times considered *it the best medium* used by us for advertising purposes. *Result* and observation satisfy us that *it circulates in the home circles to a greater degree than any other newspaper printed on the Pacific Coast.* This is so confirmed that we rely almost wholly upon its columns for whatever part of our success in business is dependent upon newspaper advertising. At the present time we are using *its columns to the extent of \$30,000 per year.*

J. J. O'BRIEN & Co.

M. J. FLAVIN & CO.,

THE I. X. L. STORES.

SAN FRANCISCO, Sept., 1888.

We take pleasure in stating that the MORNING CALL is one of the best advertising mediums on the Pacific Coast, *if not the best.* The above facts we prove practically when

we state that we hardly believe that we have been out of that paper three consecutive days *in seventeen years.* M. J. FLAVIN & Co.

KEANE BROS.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having used the columns of the MORNING CALL very extensively for a number of years past, we desire to testify to its effectiveness as an advertising medium. Its general circulation among the public, and *principally in the homes of all classes*, commends it to all judicious advertisers.

KEANE BROS.

CITY OF PARIS

DRY GOODS EMPORIUM.

SAN FRANCISCO, Sept., 1888.

We desire to state that for many years we have used the columns of the MORNING CALL as a medium to reach the *homes* of all classes in the community. We value it as one of, if not the very, best advertising mediums in California.

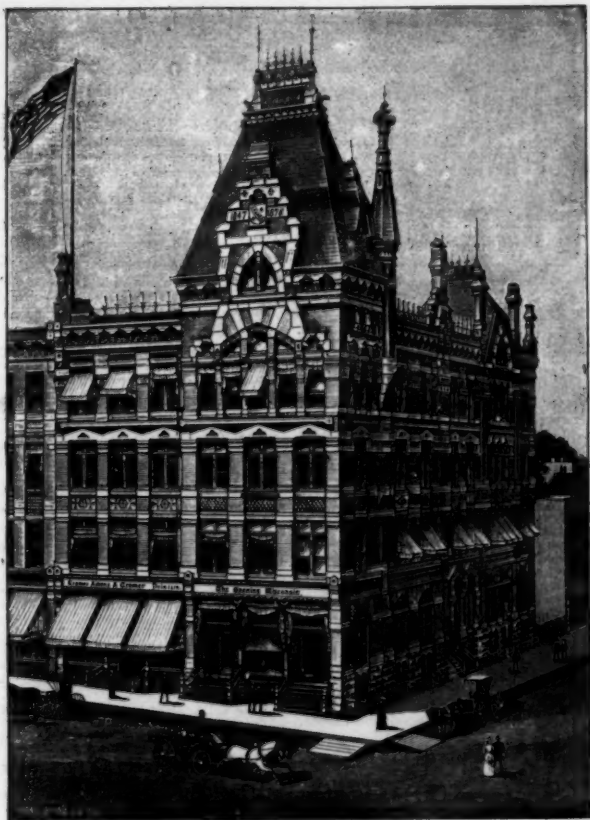
G. VERDIER & Co.

If you want to reach the HOMES of the people of California, you cannot afford to do without THE CALL.

NEW YORK OFFICE:

90 POTTER BUILDING.**F. K. MISCH,**

EASTERN MANAGER.



THE EVENING WISCONSIN BUILDING.

This is an excellent picture of the Evening Wisconsin Building. It is a handsome stone-and-brick structure, five stories high, 120x60 feet in size, and is the most complete newspaper establishment in the West. It was built expressly for us; it is heated throughout by steam and lighted by electricity, and in it are employed more than 200 hands. It is fully equipped with perfecting, book, general newspaper and job presses, stereotyping, engraving and book-binding departments—in fact with all appliances of the latest make for the business of printing and publishing. There are printed here 300,000 newspapers every week, and more than 300,000 sheets of book and job printing per week. The annual consumption of white paper would almost bandage the globe. The *Evening Wisconsin* is one of the few papers in the United States which has a uniform and unchanging price for printing advertisements. We are glad at all times to make estimates and forward rates. For upward of a half century the *Evening Wisconsin* has been a power in the Northwest. It is abreast of the times in its facilities for gathering, printing and distributing the news of the world on the day that it happens. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

Miscellanies.



"Well, I never!"—*Life*.

A Personal column:—The spinal.—*Munsey's Weekly*.

Tramp—Can't you help a poor fellow a little? I have lost my leg and—

Business Man—Lost your leg, you say? I am sorry, but I can't help you. I have seen nothing of it. Why don't you advertise for it?—*Chicago Liar*.

A valuable subscriber sends us the ten commandments and asks us to publish them. Under the circumstances we must decline to do it. It is true that the commandments were written several thousand years ago, but if we were to publish them some person would be sure to think they were aimed at him and stop his paper. The publisher of a journal has to be very careful about such things.—*Ink Fiend*.

Foreman composing room—Some of the MS. of Miss Gushington's novel seems to be missing.

Editor—Well, here are "Gray's Anatomy" and the "Dressmaker's Manual." Make it up from them in about equal parts.—*Puck*.

"Sure it's new?" asked the editor, as the esteemed contributor handed in an interesting anecdote about a national celebrity. "Cert," replied the E. C. "I invented it myself."—*New York Herald*.

A correspondent wants to know where he can buy a certain plant. The *Century* plant is located on Union Square, New York, but we don't believe you have money enough to buy it.—*Texas Siftings*.

Able Editor—Yes, sir, Mr. Scribbler, I have a place for you on the staff if you wish it. When did you leave the paper over the way and what was your work there?

Mr. Scribbler—This morning. I wrote the political editorials.

Well, take that desk and get up a good strong article pitching into the political editorial drivel which has been appearing in that paper lately.—*Exchange*.

Farmer Squashead (observing a metropolitan daily on the counter of the village store): What! Ain't that air paper busted up yet? Why, I quit takin' it fifteen years ago.—*Time*.

Editor (to foreman)—Well, what's the matter?

Foreman—Isn't there any way we could get a barrel of apostrophes, sir? The printers haven't half got through with that dialect story you sent up, and our stock is 'most exhausted.—*Puck*.

Scribbler—When is that review of my novel coming out, Scather?

Scather (professional critic)—Well, to tell the truth, I have not read it yet.

Scribbler—Yet, when I brought the book to you, you assured me that you would lose no time in reading it.

Scather—So I did. Well, I have lost no time in reading it yet.—*America*.

Struggling Author—Why, De Poesy, how prosperous you look! Was your last book of poems a success?

De Poesy—No-o, can't say that it was. "Published a popular novel, perhaps?"

"No."

"Ah, then you have written a play. I have always held that playwriting, while not the highest form of art, was nevertheless—"

"I have written no play."

"You haven't? Where did these fine clothes come from? How did you pay for that handsome turnout?"

"I have abandoned literature, and am peddling clams."—*New York Weekly*.

Seedy-looking individual (to managing editor)—I'd like to get employment as humorist on your paper.

Editor—Where are you from?

"I am from Florida, the land of perpetual summer, where I have worked on leading papers."

"You won't do. We want a fall and winter humorist who has had some experience with toboggan and coal-dealer jokes. Come around next July when the ice-cream and summer resort chestnuts are unpacked and we may be able to do something for you."—*Texas Siftings*.

LITERARY NOTES.

The following new books have been received:—

"Coppering the Ace," by the Author of

"An Appeal to Pharoah."

"Friendly Cocktails," by the author of

"Social Solutions."

"Still Nineteen," by the author of "Twenty

Years After."

"The Busted Walrus," by the author of

"The Broken Seal."—*Terre Haute Express*.

QUESTIONS IN INDUCTIVE PHILOSOPHY

A young lady went into a store and asked for number eleven shoes. In what large Western city did she live?

D. Stump, of Burnt Cabin, York County, Pa., can put a large goose egg in his mouth and close his lips without crushing the shell. What is the color of D. Stump's cuticle?

A foreign gentleman addressed a native the other day in these words: "No checkee, no shirtee." In what country was the foreign gentleman born?

In a certain bar-room a man rose and made this remark: "Colonel, will you take a drink?" Every man in the room rose, saying: "Thanks! Don't care if I do." In what State did this take place?—*Life*.